



THE FAS LETTER

TO AGRICULTURAL ATTACHES AND OFFICERS

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January - March 1961

"NEW FRONTIERSMEN"



SECRETARY OF AGRICULTURE—Orville Lothrop Freeman is confident we can use our "agricultural abundance as an instrument of freedom in a hungry world."



ASSISTANT SECRETARY FOR MARKETING AND FOREIGN AGRICULTURE—John Duncan, Jr. is well known as President of the Georgia Farm Bureau Federation.



UNDER SECRETARY—Charles S. Murphy, former Special Counsel to President Truman, is a specialist in drafting agricultural legislation.



FAS ADMINISTRATOR—Robert C. Tetro is now our agency chief, as reorganization goes forward. Bob previously headed attache work, after service at Rome and Buenos Aires.

FOOD FOR THE CONGO.

Emergency shipment of cornmeal being loaded in Baltimore for UN distribution in the Congo.

Left to right, Edgar Emrich, Maryland farmer; George McGovern, Food for Peace Director; Herb Waters, Special Assistant to Director, ICA; John Gilbert Barnes, crane operator. Present but not in picture, Bob Tetro.



STRONGER FOOD FOR PEACE PROGRAM

One of President Kennedy's first official acts was to issue an Executive Order calling for "using our agricultural abundance as a national asset to meet foreign policy objectives."

President Kennedy appointed George McGovern, former South Dakota Congressman, as Food for Peace Director, and McGovern in turn has assembled a small White House staff to spark new and expanded Food for Peace activities. A special task force headed by Murray D. Lincoln, President of CARE, turned in a set of recommendations (copy sent all attaches).

Opportunities for greater use of Food for Peace programs in Latin America are now being explored. An additional \$2 billion for Title I for the rest of calendar year 1961 is being asked of Congress. Use of Title IV long-term low-interest dollar loans is being explored. A greater variety of foods will be made available under various programs, including poultry under Title I. These are some of the new developments to date.

One of the big changes in the Food for Peace program is the new positive approach, said Administrator Bob Tetro at the Nebraska Governor's Food for Peace Conference, Lincoln: "We have

REORGANIZATION

You are being sent all official material on the Department's reorganization as rapidly as possible.

As indicated in press release 546 and Secretary's Memorandum 1446, the plan is to have a new Agricultural Economics Administration, under it a Statistical Reporting Service and an Economic Research Service, each of agency status. The plan calls for transfer from FAS of the Foreign Agricultural Analysis Division, the International Monetary Branch, and the Trade Statistics Branch -- and transfer to FAS of the General Sales Manager functions and the Barter and Stockpiling Division of CSS.

Plans point toward continued strengthening of market development functions of FAS.

been handicapped in the past by the all-too-prevalent notion that Food for Peace was essentially a 'surplus disposal' program. Our progress of the future will be measured by our ability to recognize that we, the greatest agricultural nation in the world, have the unique opportunity to use our agricultural strength as a positive instrument of world progress, freedom, and peace. Only through this positive approach are we going to get the imagination, the daring, the bold actions that today's challenges demand." (copy of talk sent all attaches.)

OTHER TOP OFFICIALS NAMED

Assistant Secretary for Federal-State Relations--Dr. Frank J. Welch, College of Agriculture dean, University of Kentucky.

Assistant Secretary for Agricultural Stabilization--Dr. James Ralph, director California State Department of Agriculture.

Chairman of USDA Advisory Commission--Harry Caldwell, Master, North Carolina State Grange.

Administrator, CSS, Horace Godfrey, Head, North Carolina Agricultural Stabilization and Conservation Office.

Director, Agricultural Credit Services, John A. Baker, an official of the National Farmers Union and a former USDA employee.

Director, International Cooperation Administration--Henry R. Labouisse, longtime foreign service experience in Europe.



PHIL ECKERT ENTERS PRIVATE AGRI RESEARCH

Phil Eckert, former attache at Bonn, has left us to enter the challenging field of private agricultural research. He is joining Agri Research, Inc., of Manhattan, Kansas. Phil says he's not leaving in spirit--that it's just "au revoir", and not "goodbye".

James O. Howard, director of the Foreign Trade Promotion Div, is acting as Dep Asst Admin, Market Development, following Phil's departure.

WHITAKER RETIRING TO PLANT COTTON

After 43 years in USDA, the last 12 spent as a marketing specialist in the FAS Cotton Division, Jack Whitaker is returning to his cotton farm near Delhi, Louisiana.

Jack's professional experience has been closely tied to cotton. After being graduated from Mississippi State College, he taught vocational agriculture and was a county agent in Louisiana; state agricultural statistician in Arkansas and Texas; Chief Cotton Statistician on the BAE Crop Reporting Board; and Director of Economic and Statistical Work in AAA's Southern Division.

In FAS, Jack has worked closely with governmental, cotton trade, and textile leaders in Western Europe. For

WARREN NEW D & P BRANCH CHIEF

C. C. (Cliff) Warren has been named Chief of the Dairy and Poultry Division's Competition Branch, succeeding "Pat" O'Donnell, now European Branch Chief. "Cliff", a Texan, has been a marketing specialist with the Division for more than 5 years, and has traveled widely to promote foreign poultry markets. Before joining FAS he was an agri economist with AMS Poultry Division.

several years, his office was in Paris, but he traveled extensively to European raw cotton and textile centers. He made many friends for U.S. cotton. His coworkers in FAS salute his many accomplishments and wish him well.

Ra M B Li N g a R o U N d

A lot of water (and ice, too) has passed under the bridges of the Potomac since our last FAS Letter. But now the crocuses are blooming, and spring is in the air.

Some of the newsy items you sent us BI (Before Inauguration) may have lost a bit of their timeliness, but certainly none of their worth.

The Cotton Div. is already missing Lee Paramore, who will be arriving in Rome about April 1 to be asst. attache.

Among those recently coming into FAS/Wash for round-table conferences on market development, P. L. 480 negotiations, and other matters are: "Mac" MacDonald (Karachi), Chuck Elkinton (Tokyo), Fred Rossiter (Ottawa), and Irwin Hedges (Bern)--who had to cut short his skiing vacation.

Russ Hudson is one of the pioneers of our New Frontier. He'll be Esky's assistant, but assigned to Hamburg to push our products in one of the world's important market areas, and, of course "other duties as assigned."

Henry Buckardt is back in Montevideo after home leave.

We're sure Cline Warren, Anal Div, will still be on the road when we go to press. He left for Cairo in early March, and after assisting with the International Agricultural Exhibition there, will swing through Lebanon and Syria before returning to his Washington desk in late May.

Monty Ogdon has returned from Ottawa where he attended a management seminar on U.S. - Canadian trade relations.

Gordon Loveless, after enjoying home leave, has returned to his post in Rabat.

Claire Sirgy, Secretary to Herb Ferguson, Cairo, and her husband received a mighty fine pre-Christmas gift. It was a baby girl, born Nov 25,

Paul Ferree has arrived in Salisbury, where he has replaced Tim Engbretson as agricultural officer for the Rhodesias, Nyasaland, and Mozambique. (We wonder if Paul took along his corn-cob pipes!) Tim has been transferred to Tehran.

Bill Edens, Pretoria, was an official guest at the opening of a \$28-million nitrogen plant in Modderfontein. The plant is expected to increase South Africa's agricultural production.



Paul Ferree (left) and Bill Edens on a trip to Witbank, South Africa.

Clarence Boonstra, former attache in Havana, Buenos Aires, and Lima and now with the State Department, has expressed to his many friends in FAS/Wash and to the attaches at the Lima Conference, appreciation for their sympathy on the death of his wife, Mildred.

Emily Allen, Agri Attaches, has returned to her duties as Jerry Tichenor's secretary. She took time off recently to welcome a baby daughter, Jeanne.

Jim Gehr, Monrovia, represented the United States at an FAO Technical Meeting on Coffee Production in Abidjan.

Dr. Max Myers (right) received a warm farewell and a gift of a transistor radio, presented by Dep Adm Ray Ioanes, at an employees reception following his resignation as FAS Administrator, effective March 4. Max, who will announce his next job in the spring (first comes vacation and personal business), says he intends to keep tuned in on FAS and its people in the days ahead.

In a formal message to all personnel, he said: "We have carried out worthwhile operations and set some records during recent years. These are worth remembering as we go forward toward more difficult tasks and greater accomplishments in the realm of international agriculture."



Ed Raymond, For Training and former attache in Dublin, has retired and moved to Columbus, Ohio. Jim Hartman, his successor in Dublin, has returned to Washington and a new job in CSS. Bill Hatch, former attache in Tehran, has replaced Jim at Dublin.

Ken Krogh, International Trade Fairs, received top billing in the Saturday Review for an article he wrote on "Needed: New Political Labels."



On a recent trip to Maharashtra State, an important cotton-producing area of India, Assistant Agricultural Attache Tom Street watched sacked cotton move to market at Aurangabad.

Weber Peterson, Trade Pol, has returned to Geneva for the 5th round of tariff negotiations (GATT) at which he and other members of the FAS team are striving to bring about further lowering of foreign barriers against U.S. agricultural products.

Bob Ingram, recently of CSS, has joined FAS as Assistant Director of the Information Division, with special responsibility in the market development area. Bob once had a hitch with our Trade Fair Branch, and some years earlier was editor of our former Agri-culture in the Americas magazine

Soon after arriving at his new post in Lagos, John Wenmohs made his first trip by car through Nigeria, meeting key government officials and visiting an experiment station. John is our new agricultural officer for Nigeria, British Cameroons, Ghana, Dahomey, Togo, Niger, Fernando Po, Rio Muni, Principe, and Sao Tome. Later he teamed up with Jim Gehr, Monrovia, to represent the United States at the First Regional Conference for Africa, held in Lagos.



TROPHIES DONATED TO PIURA LIVESTOCK SHOW. Attache Clarence E. Pike (right), Lima, looks at trophies presented at the VI Annual Livestock Exposition of Piura. Marco A. Peschiera (center), was general manager of the exposition, and Ernesto Buitron, FAS marketing specialist, attended.

Among the trophy donors were the American Brahman Breeders Association, Santa Gertrudis Breeders International, Brown-Swiss Cattle Breeders Association, American Hereford Association, and FAS.

MORE RAMBLING ...

Iris Nichols, former secretary in Djakarta and Bonn, has been transferred to Rabat to replace Carole Lovejoy.

A 5-member Nationalist Chinese Agricultural Mission on a recent goodwill and study visit to Brazil was entertained at Ford Milam's home in Rio.

Congratulations to Seda Hovnanian, secretary in Tehran, and her husband, on becoming parents of a baby girl.

Dexter Rivenburgh, FAS; Art Rollefson, Rangoon; and Joe Dodson, Bangkok, recently attended the Bangkok Consultative Rice Meeting. Later Dex acted as delegate to the 5th session of FAO's CCP Subcommittee on the Economic Aspects of Rice, held in New Delhi. Horace Davis and Tom Street, both of New Delhi, were alternate delegate and advisor, respectively.

Bobby Connaughton, son of the late Lorraine M. Connaughton, our former administrative assistant in Buenos Aires, is now living with his aunt, Mrs. Virginia Weinkauff, in Mukwonago, Wisconsin.

Roy Sellers, after enjoying home leave, has returned to his post in Bombay.

Joe Dodson, Bangkok, was official observer for the ECAFE Committee on Trade, held recently in Bangkok.

Bob Adcock, Nairobi, was official observer for the Inter-African Conference on Hydrology, held in Nairobi about the middle of Jan.

A boy arrived at the D. R. "Russ" Strobel's just hours before the New Year whistles started blowing. Possible nickname: Deduction (as in "income tax").

Steve Stephanides, Leopoldville, has returned to home base after a 2-week trip to Angola, where he visited the Luanda, Lobite, Nova Lisboa, and Ceta regions.

We hope that Mary K. (Kitty) Myers, FAS is now happily settled in B. A., and enjoying her work as administrative assistant there.

P. M. "Pat" O'Leary, Asst Adm, Mar Dev, is on temporary detail to assist George McGovern, and Richard H. Roberts is Acting Asst Admin in his absence.

SWISS LIKE CALIFORNIA WINES

Something new in wines--to Swiss connoisseurs, that is--was recently introduced in Geneva by Movenpick, a large restaurant chain in Switzerland.

The management of Movenpick arranged a wine-tasting ceremony to compare Swiss and California stocks. California wines, produced from original cuttings brought to the United States by Paul Masson from his native France over 100 years ago, were served with their Swiss counterparts.

The Swiss verdict . . . California wines are excellent, well-rounded "Cabernet."

Swiss wine tasters were assisted by Irwin Hedges, agricultural attache in Bern; Robert M. Crowell, U.S. consul; and John Stewart, chief press officer with USIS.

PHILLIPS PRESENTS PAPER ON COMMUNIST CHINA

Ralph W. Phillips, Director of International Organization Affairs, recently presented a paper on "Agricultural Science in Communist China" before a symposium in New York of the American Association for the Advancement of Science.



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TO PROMOTE SOAP SALES IN COLOMBIA

The National Renderers Association has contracted with the Soap Manufacturers Association of Colombia for a soap promotional campaign in Colombia. A Section 104(a) tallow project contract provides for an educational program on soap through radio, TV, newspapers, schools, and a technical assistance health program.

Above, Antonio Escobar (right), president of the soap association, signs the contract while John Haugh (center), vice-president of the renderers group, discusses the project with Agricultural Attache Henry Hopp.



U.S. FEED GRAIN TEAM VISITS PORTUGAL. On a recent market development trip to Portugal, members of the U.S. Feed Grain Council lunched with Portuguese government and trade leaders and discussed market opportunities for U.S. feed grains. Above (left to right) are: Espirito Santo, assistant to the agricultural attache; R.G. Peeler, vice president, Feed Grain Council; Antonio de Castro e Brito Meneses Soares, president, National Federation of Wheat Growers; and Frank W. Ehnman, ag attache.



FINDLEN MOVES TO LONDON: VISITS MILAN EXHIBIT FIRST

Paul J. Findlen, Clayton Whipple's assistant in Rome for almost 4 years, recently transferred to London where, as assistant to Bob Anderson, he will work in the new, permanent, U. S. Trade Center being established jointly by USDA and the Department of Commerce. (See Press Release No. 3575-60 of Dec. 6, 1960, for additional Trade Center information.)

Before he left Italy, Paul attended a Special Showing of Products for Children, in Milan. In the photo above, he is shown (center, shaking hands) as he was introduced to the Vice Mayor of Milan (extreme left) by Dr. A. Camuri, Executive Director of the Italian Cotton Committee. Others (left to right) include Randall Stelly and James Kirby of Texas A and M, and Herb Jacobson, CCI representative. Stelly and Kirby, who recently completed a market development evaluation study in Italy, conferred with Dr. Camuri on the Italian Cotton Promotion Program.



ELKINTON MEETS PRESIDENT OF VIETNAM. "Chuck" Elkinton (right), Tokyo, recently served as U.S. delegate to the 5th FAO Regional Conference for Asia and the Far East in Saigon. Delegates attended a reception at the Presidential Palace. "Chuck" is shown greeting Vietnamese President Ngo Diem (left). Mr. Le-van-dong, Secretary of State for Agriculture, is in the background.